



**TEXAS DEPARTMENT OF HEALTH  
AUSTIN TEXAS  
INTER-OFFICE**

**TO:** WIC Regional Directors  
WIC Local Agency Directors

**FROM:** Barbara Keir, Director **(Original Signed)**  
Division of Public Health Nutrition and Education  
Bureau of Nutrition Services

**DATE:** May 9, 2003

**SUBJECT:** 2003 Media Schedule

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The WIC State Agency will begin a 10-12 week television campaign on May 19, 2003. The television campaign will be supplemented with a radio campaign that will begin May 19, 2003. The purpose of the media campaign is to encourage potentially-eligible participants to apply for WIC benefits. We will be alternating three television spots:

- “Elible” – which targets young children and first aired in 2000.
- “Super Kid” – which targets young children and first aired in 2001.
- “Reverse Pregnancy” – which targets young women early in their pregnancy and first aired in 2002.

The television campaign will begin May 19<sup>th</sup> in Amarillo, Austin, Beaumont/Port Arthur, Dallas/Fort Worth, El Paso, Harlingen/Brownsville, Houston, Laredo, and San Antonio markets. On May 26<sup>th</sup>, the campaign will begin in Abilene, Corpus Christi, Lubbock, Odessa/Midland, San Angelo, Sherman/Denison, Shreveport/Texarkana, Tyler/Longview, Waco/Bryan, and Wichita Falls markets.

The radio campaign will begin May 19<sup>th</sup> and run for 8 weeks in Amarillo, Austin, Beaumont/Port Arthur, Dallas/Fort Worth, El Paso, Harlingen/Brownsville, Houston, Laredo, and San Antonio markets. The radio campaign will alternate three spots:

- “Elible” – which is the radio equivalent of the television spot.
- “You Sick” – which targets women early in their pregnancy.
- “Law School” – which encourages families to get their children on WIC early and keep them on the program until age 5.

If you have questions or require additional information about the media campaign, please contact Shellie Shores, Nutrition Education Consultant, at (512) 458-7111, extension 3463 or [shellie.shores@tdh.state.tx.us](mailto:shellie.shores@tdh.state.tx.us) or Mary Van Eck, Manager, Nutrition Education and Breastfeeding, at (512) 458-7111, extension 3484.